

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 107632  
**Alt Order #:** 06862161  
**Product Desc:** NRSC/HELLER  
**Estimate:**  
**Flight Dates:** 10/10/12 - 10/16/12  
**Original Date / Rev:** 10/09/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRSC/ Heller for Senate *-Revised*  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	48	\$36,525.00	\$31,046.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,525.00	\$31,046.25	0.00
<b>Totals</b>	<b>48</b>	<b>\$36,525.00</b>	<b>\$31,046.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	26%	\$36,525.00
Market	100%	\$140,480.77

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,144.23
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,096.15
KTUD	1%	\$1,404.81
KVVU	18%	\$25,286.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,024.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---TF--			2		\$450.00		0.00				

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 Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate  
 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
E 3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$600.00		0.00						
E 4	KSNV	10/11/12	10/12/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$600.00		0.00						
E 5	KSNV	10/12/12	10/12/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$275.002		0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$275.00		0.00						
E 6	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.002		0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$275.00		0.00						
E 7	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
E 8	KSNV	10/11/12	10/11/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.002		0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
E 9	KSNV	10/11/12	10/11/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.002		0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
E 10	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$225.00		0.00						
E 12	KSNV	10/11/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$300.002		0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$300.00		0.00						
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	----F--	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$450.00		0.00						
E 14	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	2	\$450.002		0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	M-----			2		\$450.00		0.00				
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS 4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	M-----			1		\$450.00		0.00				
E 16	KSNV	10/12/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	----F--			1		\$900.00		0.00				
E 17	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	MT-----			2		\$900.00		0.00				
E 18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$750.00		0.00				
E 19	KSNV	10/11/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	---T---			1		\$750.00		0.00				
E 20	KSNV	10/10/12	10/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	--W----			1		\$750.00		0.00				
E 21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$750.00		0.00				
E 23	KSNV	10/10/12	10/10/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	--W----			1		\$450.00		0.00				
E 24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/08/12	10/14/12	---T---			1		\$775.00		0.00				
E 25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	M-----			1		\$775.00		0.00				
E 26	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	-T-----			1		\$2,400.00		0.00				
E 27	KSNV	10/15/12	10/15/12		CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00

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 Product Desc: NRSC/HELLER  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 8-10p															
Monday Prime 8-10pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$2,400.00		0.00			
E 28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					2	\$750.00		0.00			
E 29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$225.00		0.00			
E 30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$325.00		0.00			
E 31	KSNV	10/13/12	10/13/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				News 3 Today - SAT											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00			
E 32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$450.00		0.00			
E 33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				WKND Jeop/Wheel											
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$375.00		0.00			
E 34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$750.00		0.00			
E 35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$225.00		0.00			
E 37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
				Meet the Press											
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,900.00		0.00			
E 38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
E 39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				Chris Matthews SUN 9:30am											
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$375.00		0.00			
E 40	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00

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				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$8,000.00		0.00			
E 41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.002		0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORT NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$200.00		0.00			
N 42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-T-----	:30	1	\$725.001		0.00	NM	1	\$725.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1				\$725.00		0.00			
													Totals	48	\$36,525.00